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# Writing for Everyone – Workshop Outline

June 2, 2017

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## 1. Workshop Overview

- Writing as design: Applying design principles to improve writing
- Prototyping with Plain Language
- Editing for accessibility

## 2. Writing as Design

Who are we writing for? Understanding audience and purpose

- Principles of User-Centered Writing
  - Exercise #1: Who am I writing for?
  - Exercise #2: Who do I want to reach? Using personas to better understand the purpose of our writing

## 3. The Writing Process

What guides us as we write? First drafts as anticipatory design

- Connecting our writing to our audience
- Writing as prototyping: Creating a better first draft with Plain Language
  - Best practices to maximize brevity, clarity and accessibility
  - Exercise #3: Applying the principles of plain language and writing for access

## 4. The Editing Process

How should we edit our work? Who should help us? Revising as an iterative process

- Evaluating our first drafts “prototypes”
- What are we editing for?
  - Questions to ask when editing
  - Exercise #4: Editing and revising a sample Pro/Con. Identifying jargon, passive voice, unclear phrasing, and lengthy writing.

## 5. Notes on Translation

## 6. Online Tools and Additional Resources

## 7. Questions/Comments